

**Amendments to the Claims:**

This listing of the claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) In an on-line publication ("publication") distributed to a plurality of publication subscribers via a data network, a method of sending to a publication subscriber, at least one of either: paid advertising messages or content advertising messages;

said method comprising the steps of:

reading from a server, a user profile for said subscriber;

automatically tracking publication distribution to various recipient subscribers, including recording times during the day that the subscriber requests files of the publications;

determining the subscriber's publication usage levels from data in said user profile, the recorded times, the files that the subscriber requested, whether the subscriber requested a download of particular known type of file and the automatically tracked publication distribution, wherein the data includes historical data on the subscriber's usage of on-line publications;

~~if the subscriber's usage level is determined to be above a first predetermined level ("high") sending the subscriber a targeted paid advertisement if~~  
it is determined from historical usage level data that the subscriber is a high frequency user, sending the subscriber paid advertising and not sending additional on-line publications;

~~if the subscriber's usage level is determined to be below a second predetermined threshold, ("low")~~ if it is determined that the subscriber is a low frequency user, as determined by the number of publications sent to the subscriber and the number of times the publications were sent from empirical data, sending the subscriber a list of publications related to any one or more that the subscriber already receives and a targeted content advertisement for the publication in which said targeted content advertisement is placed.

2. (original) The method of claim 1 wherein said step of sending a targeted content advertisement is further comprised of the step of:

selecting a content advertisement for transmission to the user, the selection of which is based upon at least one of:  
data in said user profile; and  
advertising space available in said publication for content advertising usage.

3. (original) The method of claim 1 wherein said step of sending a targeted content advertisement is further comprised of the step of:

selecting a content advertisement for transmission to the user, the selection of which is based upon at least one of:  
data in said user profile; and  
advertising space available in said publication for content advertising usage; and  
including in said content advertisement, a sample of the specified content and instructions as to how to continue to receive said specified content via said publication.

4. (original) The method of claim 1 wherein said step of sending a targeted content advertisement is further comprised of the step of:

selecting a content advertisement for transmission to the user based upon said user profile and the advertising space available for content advertising usage;  
including in said content advertisement a sample of the specified content and instructions as to how to receive said content;  
assembling said content advertisement and said sample of the specified content into a data package and transmitting the data package to the subscriber via said data network.

5. (original) The method of claim 1 further comprised of the steps of:  
detecting via said data network, the subscriber's request for continued delivery of said specified content via said data network;  
modifying data in the user profile to reflect the subscriber's request for continued delivery of said specified content.

6. (original) The method of claim 1 further comprised of the steps of:  
detecting via said data network, the subscriber's request for continued delivery of said specified content via said data network;  
modifying data in the user profile to reflect the subscriber's request for continued delivery of said specified content;  
monitoring the subscriber's usage levels of said publication.

7. (currently amended) In an on-line publication ("publication") distributed to a plurality of publication subscribers via a data network, a method of sending to a publication subscriber, at least one of either: paid advertising messages or content advertising messages;

said method comprising the steps of: reading from a server for said publication, a user profile for the subscriber;

automatically tracking publication distribution to various recipient subscribers, including recording times during the day that the subscriber requests files of the publications;

determining the subscriber's publication usage levels from data in said user profile, the recorded times, the files that the subscriber requested, whether the subscriber requested a download of particular known type of file and the automatically tracked publication distribution, wherein the data includes historical data on the subscriber's usage of on-line publications;;

~~if the subscriber's usage level is above a first predetermined level ("high") sending the subscriber a targeted paid advertisement~~ if it is determined from historical usage level data that the subscriber is a high frequency user, sending the subscriber paid advertising and not sending additional on-line publications;

~~if the subscriber's usage level is below a second predetermined threshold, ("low")~~ if it is determined that the subscriber is a low frequency user, as determined by the number of publications sent to the subscriber and the number of times the publications were sent  
~~from empirical data, sending the subscriber a list of publications related to any one or more~~